PRASAD): (a) The details of magazines being published by Directorate of Publications Division (DPD) in Hindi and English together with their prices and cost of production are as follows:-

Name of the magazine	Prices (Rs.)	Production Cost(Rs.)
Hindi		
1. Yojana	7/-	7.90
2. Bal Bharati	7/-	9.35
3. Ajkal	7/-	10.05
4. Kurukshetra	7/-	15.80
English		
1. Yojana	7/-	8.00
2. Kurukshetra	7/-	16.00

(b) and (c) Government does not publish the above magazines for commercial profit. The purpose of publishing these magazines is to disseminate information and make available appropriate literature at affordable prices. There is, at present, no proposal to discontinue any of the magazines noted above.

Advertisements by the Central Ministries and State Governments

†2565. DR. PRABHA THAKUR : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is fact that several Central Ministries are sending their advertisements directly to the newspapers for publication instead of sending them through D.A.V.P. of his Ministry;

(b) whether it is also a fact that several State Governments and Governments of Union Territories are also sending their advertisements to the newspapers of their choice on their own

†Original notice of the question was received in Hindi.

advertisements routes instead of sending them to the newspapers and magazines empanelled by D.A.V.P.;

(c) whether it is also a fact that there is no binding on them in the matter by D.A.V.P; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency for production and release of all display advertisements of the Government of India through the media of press, posters, folders, calendars, blotters, leaflets, holdings, cinema slides, etc. and also release of classified advertisements on behalf of the Government of India. However, for their creative advertisements the Ministries/Departments may engage specialised or other voluntary agencies; in such case too, they should go through DAVP for placing their advertisements in the newspapers and other media.

Advisory letters have been issued by this Ministry from time to time inviting attention of the Central Government Ministries/ Departments to these provisions and requesting them to release their advertisements through DAVP only.

As far as State Governments are concerned, they are free to formulate their own Advertising Policy.

Popularity of DD

†2566. DR. ABRAR AHMED: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the steps being taken by Governments with a view to making Doordarshan popular and competitive with the private channels;

(b) the steps Government propose to check the objectionable and indecent advertisements being telecast on various channels; and

†Original notice of the question was received in Hindi.